ABSTRACT OF THE DISCLOSURE

A method for purchasing, downloading, and transferring audio and/or video data files through video broadcasts is disclosed. The user signals the set-top box of his video viewing system that he is interested in downloading the audio/video data file being offered. The box records the time, the channel being viewed, and, where applicable, the user ID. The box then sends this information to the controlling server when it next reports in. The server transmits the requested data, either over the Internet or by broadcasting it back to the set-top box, where it can be downloaded to a desired format.

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